

New Order

Media: TV Market: Washington, DC Vendor: WJLA-TV Billing To: Great American Media
 Client: DSCC IE Demo: Adults 35+ 1010 Wisconsin Avenue, NW, #800
 Product: issue Separation: 30 Washington, DC 20007
 Estimate: 1139 Flight Start: 10/9/12 AE: Barbara Monares
 Description: 10/9 - 11/5 MO VA A35+ Flight End: 11/5/12 Phone: 202-572-2852
 Version: 1 Survey: Fax: 202-338-2334
 Comments:

Line	Daypart (Program)	Daypart	Gross	C/T	Dur	10/9	10/16	10/23	10/30	Total Spots	Adults 35+ RTG	CPP
No		Code				5	5	5	5			
1	TuWThF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$650.00	C	30	5	5	5	5	20		
Comments: No Comment												
2	TuWThF,M 10:00A-11:00A (RACHEL RAY)	DT	\$550.00	C	30	2	2	2	2	8		
Comments: No Comment												
3	TuWThF,M 11:00A-12:00P (THE VIEW)	DT	\$1,200.00	C	30	5	5	5	5	20		
Comments: No Comment												
4	TuWThF,M 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$1,000.00	C	30	5	5	5	5	20		
Comments: No Comment												
5	Su 10:00A-11:00A (This Week)	DT	\$18,000.00	C	30	0	1	0	1	2		
Comments: No Comment												
6	TuWThF,M 4:00P-5:00P (KATIE)	EF	\$1,400.00	C	30	3	3	3	3	12		
Comments: No Comment												
7	TuWThF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$1,200.00	C	30	3	3	3	3	12		
Comments: No Comment												
8	Su 8:00A-9:00A (GMA 8A-9A)	EM	\$600.00	C	30	1	1	1	1	4		
Comments: No Comment												
9	TuWThF,M 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00	C	30	5	5	5	5	20		
Comments: No Comment												
10	TuWThF,M 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$4,000.00	C	30	3	3	3	3	12		
Comments: No Comment												
11	SaSu 6:00P-7:00P (NEWS 7/ABC NEWS)	EN	\$1,200.00	C	30	2	2	2	2	8		
Comments: No Comment												

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12	TuWThF,M 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$2,500.00	C 30	3	3	3	3	12		
Comments: No Comment											
13	TuWThF,M 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$3,000.00	C 30	5	5	5	5	20		
Comments: No Comment											
14	TuWThF,M 7:30P-8:00P (JEOPARDY)	PA	\$4,000.00	C 30	5	5	5	5	20		
Comments: No Comment											
15	Sa 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$1,800.00	C 30	1	1	1	1	4		
Comments: No Comment											
16	Sa 7:30P-8:00P (JEOPARDY)	PA	\$1,800.00	C 30	1	1	1	1	4		
Comments: No Comment											
17	M 8:00P-10:00P (DANCING WITH THE STARS)	PT	\$16,000.00	C 30	1	1	1	1	4		
Comments: No Comment											
18	W 9:00P-9:30P (MODERN FAMILY)	PT	\$20,000.00	C 30	1	1	1	1	4		
Comments: No Comment											
19	F 10:00P-11:00P (20/20)	PT	\$6,000.00	C 30	1	1	1	1	4		
Comments: No Comment											
Total Spots:				52	53	52	53		210		
Total GRP/GIMP(000):				0.0	0.0	0.0	0.0			0.0	
Month	Cash\$-Spots	Trade\$-Spots			Total\$-Spots						
10/2012	\$420,750.00 - 157	\$0.00 - 0			\$420,750.00 - 157						
11/2012	\$152,250.00 - 53	\$0.00 - 0			\$152,250.00 - 53						
Total Gross Cost: \$573,000.00									Total Gross CPP:	\$0.00	
Total Net Cost: \$487,050.00									Total Net CPP:	\$0.00	